## ORDER

Order / Rev: 37602 Orders 08883418 Alt Order #: Product Desc:

Estimate:

Flight Dates: 10/17/12 - 10/23/12

Original Date / Rev:

Order Type:

Billing Contact:

NRSC/HELLER

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

KLAS

Mike Jones

K-WAS National

Agency

Name:

**Buying Contact:** 

Strategic Media Services

10/15/12 / 10/15/12

**GENERAL** 

3299 K St. NW

AGY, POL, CAND

Washington, DC 20007

Agency Commission:

EOM/EOC 15%

00:15:00

Broadcast

Cash

Advertiser

Name:

Heller - NRSC

Demographic: A35+ **Product Codes:** PO1

Priority:

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date 10/01/12

# Spots Gross Amount Net Amount End Date 10/23/12 24 \$24,870.00 \$21,139.50

LV1

**Totals** 

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
October 2012	24	\$24,870.00	\$21,139.50		
Totals	24	\$24,870.00	\$21,139.50	0.00	

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total \$24,870.00		
KLAS	30%			
Market	100%	\$82,900.00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$20,725.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,145.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/23/12	10/23/12	Tue 9-10p	CM	9-10p	-T	:30	1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
				NCIS: LA									
	NCIS												
	9	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek:	10/22/12	10/28/12	-T	1	\$2,100.00	0.00						
E 2	8	10/18/12	2 10/18/12	Thu 9-10p	CM	9-10p	T	:30	1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
				Person Of Interes	st								

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**KLAS** 

Order / Rev:

37602

Advertiser:

Heller - NRSC

Alt Order #:

08883418

**Product Desc:** 

NRSC/HELLER

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Len Spots Rate Pri Rtg Type Spots **Inventory Code** Break Start/End Time Days Amount Ln Ch Start End P OF INTEREST **End Date** Spots/Week Rating **Start Date** Weekdays 1 4 1 Rate Week: 10/15/12 10/21/12 ---T---\$2,100.00 0.00 Mon 9-10p CM 9-10p M----:30 1 \$2.100.00LV2 0.00 NM \$2,100.00 10/22/12 10/22/12 Hawaii Five-O HAWAII 5-0 Spots/Week Rating **End Date** Weekdays Rate Start Date \$2,100.00 0.00 Week: 10/22/12 10/28/12 1 8 10/18/12 10/18/12 Thu 10-11p CM 10-11p ---T---:30 1 \$2,200.00LV2 0.00 NM \$2,200.00 Elementary **ELEMENTARY** Spots/Week **Start Date End Date** Weekdays Rate Rating Week: 10/15/12 10/21/12 ---T---\$2,200.00 0.00 10/21/12 10/21/12 СМ 8-9p ----s :30 1 \$7,350.00LV1 0.00 NM \$7,350.00 Sun 8-9p (8:00 PM-9:00 PM) The Amazing Race AM RACE Start Date **End Date** Weekdays Spots/Week Rate Rating ----S \$7,350.00 0.00 Week: 10/15/12 10/21/12 8 10/19/12 10/19/12 Fri 9-10p CM 9-10p ----F--:30 1 \$1,400.00LV2 0.00 NM \$1,400.00 CSI: NY **CSI NY** Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 10/15/12 10/21/12 ----F--\$1,400.00 0.00 Wed 9-10p :30 1 \$2,500.00LV2 0.00 NM \$2,500.00 10/17/12 10/17/12 CM 9-10p E 7 --W----**Criminal Minds C MINDS** Start Date Spots/Week **End Date Weekdays** <u>Rate</u> Rating ~-W----\$2,500.00 0.00 Week: 10/15/12 10/21/12 E 8 10/17/12 10/23/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 \$325.00LV2 0.00 NM \$325.00 8 8 News Now Noon M-F **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/17/12 10/23/12 MTWTF--\$325.00 0.00 630-7p :30 \$325.00LV2 0.00 NM 2 \$650.00 10/17/12 10/23/12 630-7p Inside Edition CM MTWTF--E 9 Inside Edition **INSIDE ED Start Date End Date Weekdays** Spots/Week Rate Rating MTWTF--0.00 Week: 10/17/12 10/23/12 \$325.00 E 10 10/17/12 10/23/12 7-8p Rotator CM 7-8p MTWTF--:30 \$350.00LV2 0.00 NM 2 \$700.00 8 7-8p Rotator INSIDER/ET Start Date Rating **End Date** Weekdays Spots/Week Rate Week: 10/17/12 10/23/12 MTWTF--\$350.00 0.00 8 News Now 5-630p M-FCM MTWTF--:30 \$500.00LV2 0.00 NM 3 \$1,500.00 10/17/12 10/23/12 5-630p E 11 8 8 News Now 5-630p M-F **NFWS Start Date End Date Weekdays** Spots/Week Rate Rating MTWTF--Week: 10/17/12 10/23/12 \$500.00 0.00 8 10/21/12 10/21/12 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 \$350.00LV2 0.00 NM \$350.00 8 News Now Sun AM #2 **NEWS Start Date End Date Weekdays** Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S \$350.00 0.00 5-7p 8 News Now Sat 5-7p E 13 8 10/20/12 10/20/12 CM ----S-:30 \$225.00LV2 0.00 NM 2 \$450.00 8 News Now Sat 5-7p **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S-\$225.00 0.00 CM 5-6a MTWTF--0.00 NM 2 10/17/12 10/23/12 8 News Now 5a M-F :30 \$225.00LV2 \$450.00 8 News Now 5a M-F **NEWS** 

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KLAS

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 37602
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Flight Dates: 10/17/12 - 10/23/12 Estimate:

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E14 8 10/17/12 10/23/12	8 News Now 5a M-F CM	5-6a	MTWTF	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
	8 News Now 5a M-F								
NEWS									
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/17/12 10/23/12	MTWTF 2	\$225.00	0.00						
E 15 8 10/17/12 10/23/12	Live w/Kelly CM	9-10a	MTWTF	:30	1	\$275.00LV3	0.00 NM	1	\$275.00
	Live w/Kelly								
KEELY									
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/17/12 10/23/12	MTWTF 1	\$275.00	0.00						
E 16 8 10/17/12 10/23/12	CBS This Morning 7-9a CM	7-9a	MTWTF	:30	2	\$200.00LV2	0.00 NM	2	\$400.00
	CBS This Morning								
EARLY S HOW									
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/17/12 10/23/12	MTWTF 2	\$200.00	0.00						
E 17 8 10/17/12 10/23/12	8 News Now 4-5a CM	4-5a	MTWTF	:30	1	\$20.00LV4	0.00 NM	1	\$20.00
	8 News Now 4-5a								
NEWS									
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/17/12 10/23/12	MTWTF 1	\$20.00	0.00						
				· ·			Totals	24	\$24,870.00